

Dave Konig  
Co-Founder  
PIOSocialMediaTraining.com

## Telling Our Own Story Using Social Media To Connect With Our Communities

In the current information economy there has been a dynamic shift away from the traditional media outlets that once served our communities. With budget cutbacks of their own, fewer reporters are being sent to cover our stories. Through the power of Social Media individuals, groups, and large corporations all have an equal opportunity to be heard. We have both the ability and a responsibility to tell our own story to our communities in an effective format. This presentation will show you how.

Dave Konig is a New York City based EMT working in the field since 1994. He has worked in the private sector, as a 911 provider in the New York City 911 system, and as a volunteer. In 2009 he co-founded PIOSocialMediaTraining.com where the mission is to empower Agencies to effectively engage in the creation of Social Media to achieve their own goals. Dave is the author of an EMS1.com column about Social Media, authors a blog at TheSocialMedic.net, and has been cited as a leader in Social Media for EMS

After attending this session, the learner will be able to:

1. Highlight the power of social media through case studies and statistics.
2. Establish a social media presence for their agency
3. Provide guidance on the various forms of media and their use in successfully telling our own story

### Outline:

- I. Introduction
  - a. How the media portrays us
  - b. What Is Social Media and how can we use it?
  - c. Does It Matter Enough To Get Involved?
  - d. Where The People Are
- II. Creating A Social Media Presence
  - a. Our Communities
  - b. Establishing A Social Media Team
    - i. The Chief of Content
      1. Agency Social Media Policies: Internet Usage, Photo, and Information Disclosure Policies
    - ii. The Hub
      1. Top Level Domain, Dynamic Content, RSS Feeds
    - iii. The Spokes
      1. Facebook, Twitter, YouTube, Flickr
- III. Crafting The Message
  - a. 140 Characters or Less
  - b. On Video
  - c. Audio
  - d. Still Images
  - e. The Written Word
- IV. Bring It All Together To Tell Our Own Story